

100

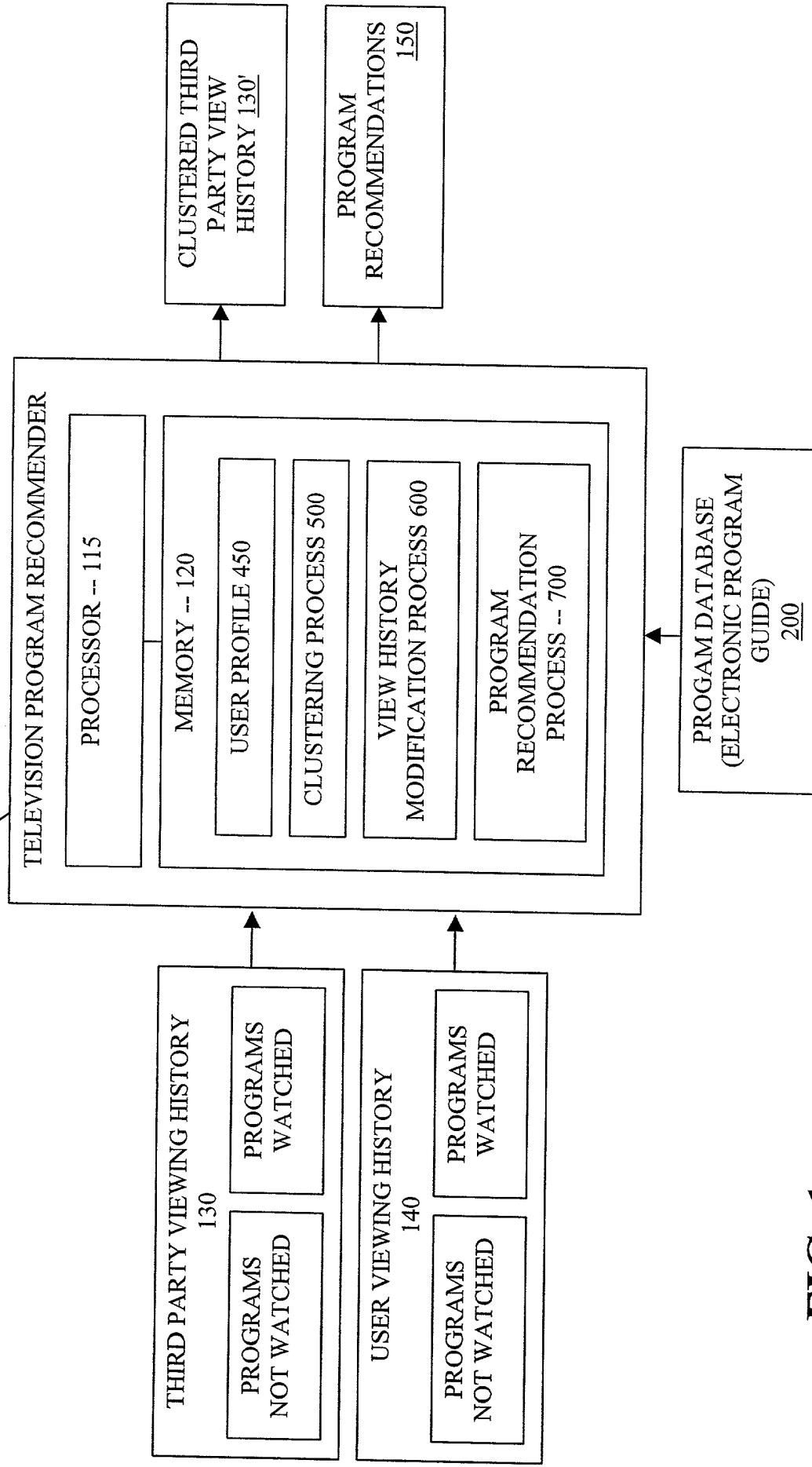


FIG. 1

PROGRAM DATABASE - 200

	DATE/TIME <u>240</u>	CHANNEL <u>245</u>	TITLE <u>250</u>	GENRE <u>255</u>	...	ACTOR <u>270</u>
205	11/18/99 -- 8:00 P.M.	CH 1	LUCY	COMEDY		CLINT DENIRO
210	11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		JENNIFER COX
	...					
220	11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		LUCY VANCE

FIG. 2

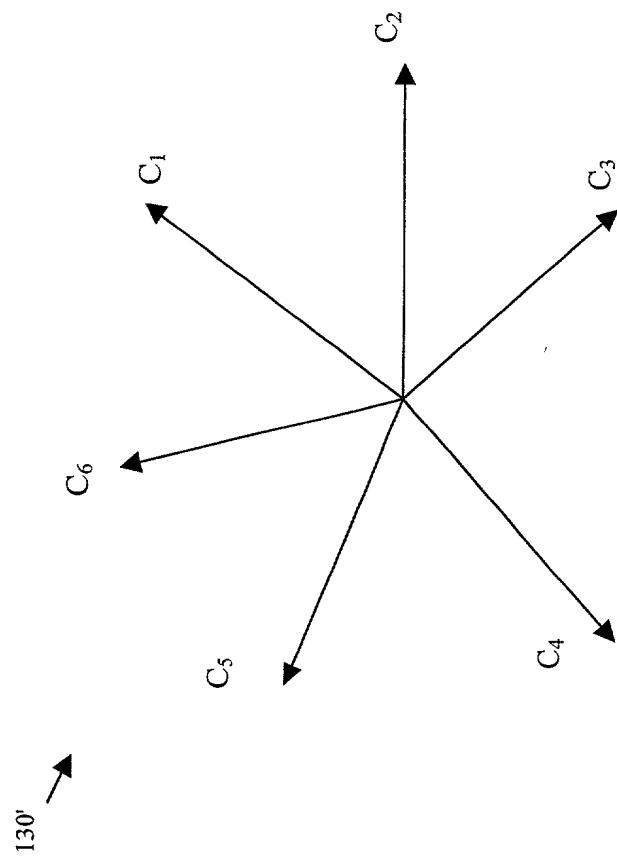


FIG. 3

VIEWING HISTORY 400

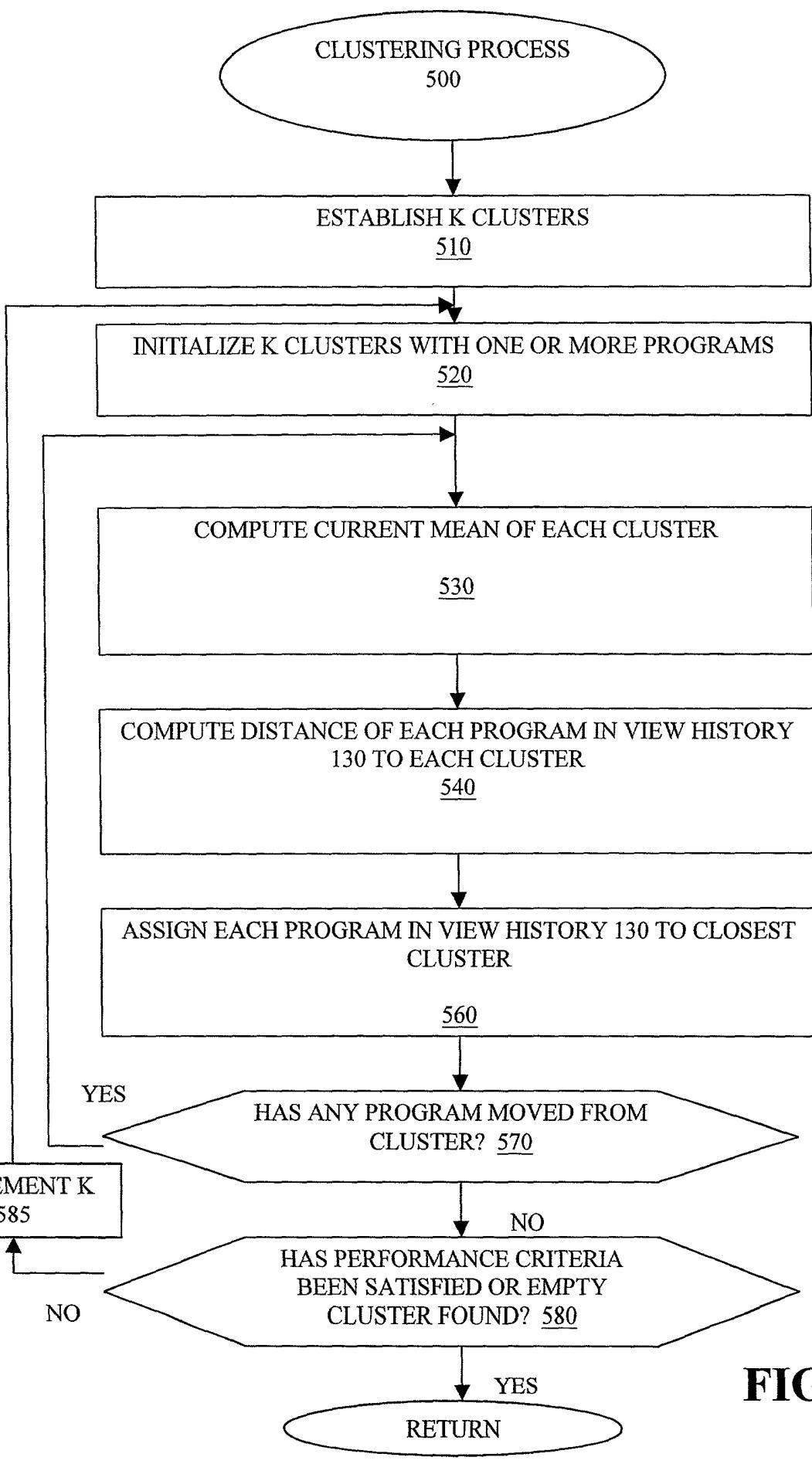
	TIME	TV RATING	SEX RATING	VIOLENCE RATING	LANG.	STATION	TITLE	GENRE1	...	GENRE	...	CLASS	3D PARTY
	<u>420</u>	<u>422</u>	<u>424</u>	<u>426</u>	<u>428</u>	<u>430</u>	<u>432</u>	<u>434</u>	<u>436</u>	<u>438</u>	<u>440</u>	<u>?</u>	<u>440</u>
405	1930	TVPG	N	N	N	WPAX	SNFLD	COMEDY	SITUATION	POS	YES		
406	2000	TVG	N	N	N	WPAX	6 <sup>TH</sup> HEAV.	DRAMA	FAMILY	POS			
407	1900	TVPG	N	N	N	WPAX	FRIENDLY	COMEDY	SITUATION	POS	YES		
408	2200	?	N	N	N	MAX	STEALTH	ACTION	?	POS			
409	2200	TVPG	N	N	N	FIM	EDITION	ADVENTURE	ACTION	POS			
	...												
410	0530	?	N	N	N	ASPN	RACEHORSES	NON-EVENT	?	NEG			
411	1400	?	N	N	N	TCL	FORENSIC	?	?	NEG			
412	0930	?	N	N	N	TVL	HITCHCOCK	SUSPENSE	CLASSIC	NEG			
413	0730	TVPG	N	N	N	WPAX	PLANET	CHILDREN	ANIMATE	NEG			
							WAR	D					

FIG. 4A

VIEWER PROFILE 450

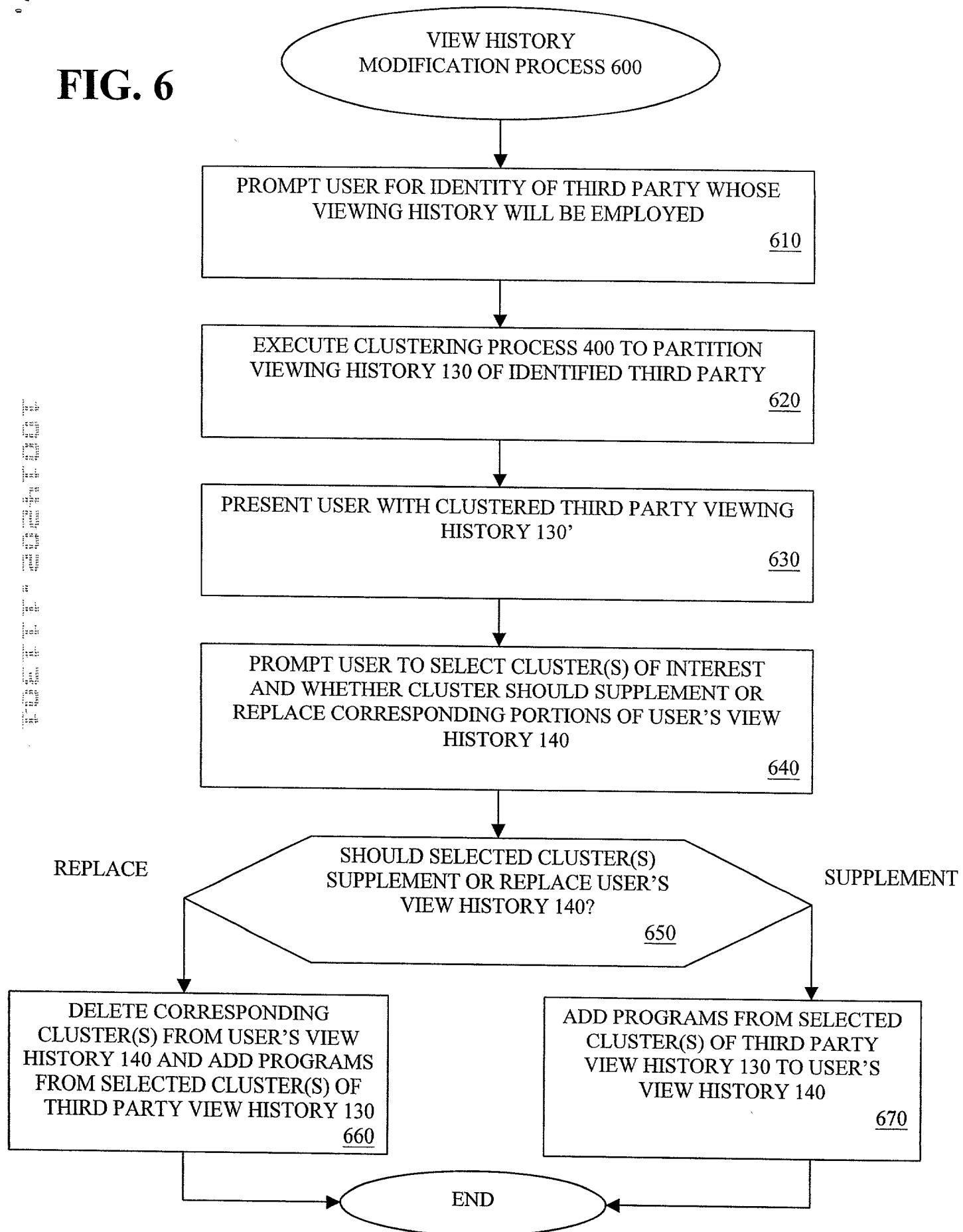
	RULE IDENTIFIER	CONDITIONS	RECOMMENDATION
451	RULE 1	TIME > 1830 & TIME <= 1930 & TV_RATING = TVPG & STATION = WPIX	<sup>470</sup> POS [98.5%]
452	RULE 2	TIME = 2200 & TV_RATING = TVPG & (GENRE1   GENRE2) = ACTION	<sup>480</sup> POS [96.5%]
453	RULE 3	GENRE1 = DRAMA	NEUTRAL
	...		
454	RULE N	DEFAULT	NEG [100.0%]

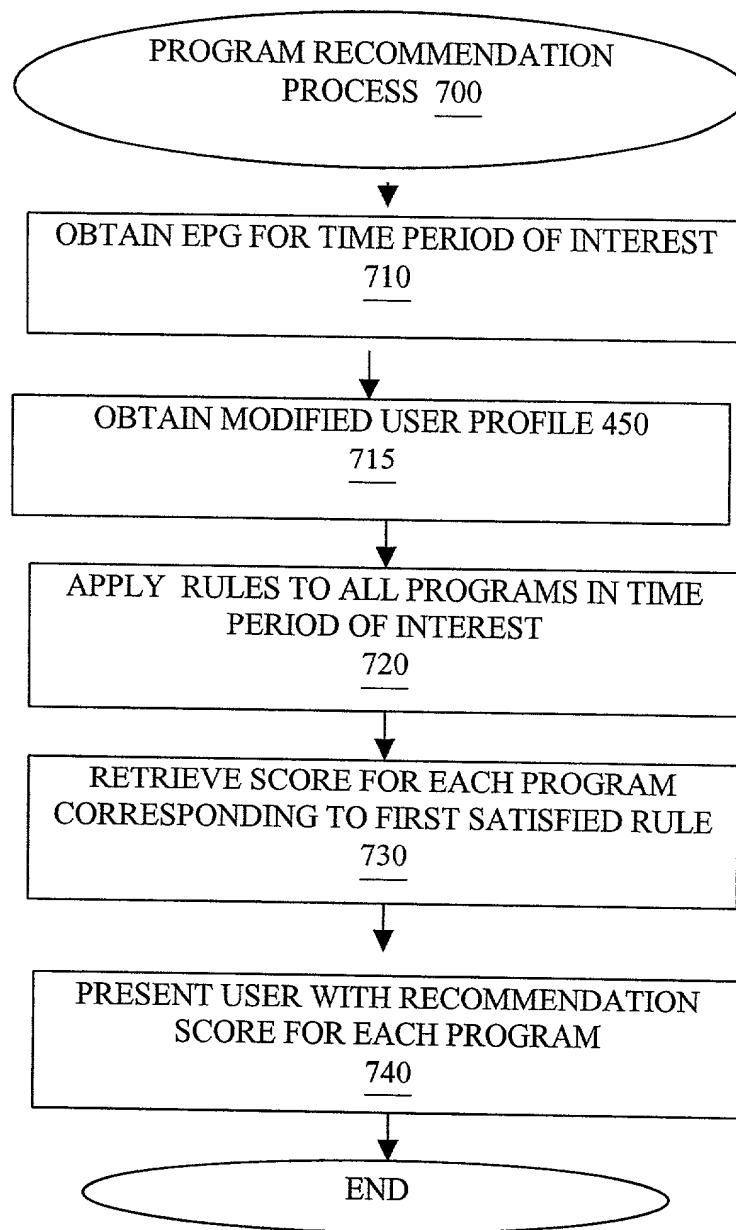
FIG. 4B



**FIG. 5**

**FIG. 6**





**FIG. 7**